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Effective Date
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Name Execution Date
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Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/822999"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Number of Properties

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Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

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Statement and Signature

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DEIRDRE DAVIS

AUGUST 30, 2000

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Signature

Date Signed

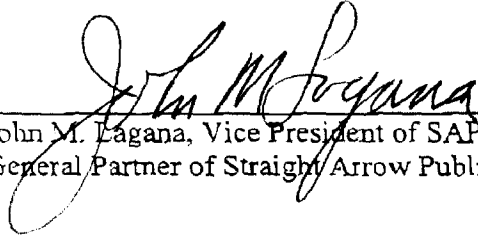
NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Straight Arrow Publishers Company, L.P., a Delaware limited partnership, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 (“Assignor),” is the owner of all the right, title, and interest in and to the trademark for which there is a pending application in the United States Patent and Trademark Office (the “Pending Mark”) set forth in Schedule A attached hereto, the application for it, and all associated good will; and

WHEREAS, Rolling Stone LLC, a Delaware limited liability company, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 (“Assignee”), the successor of the ongoing and existing business of Assignor, is desirous of acquiring all right, title and interest in and to the Pending Mark and the application associated with it, together with the goodwill of the business symbolized by and associated with the Pending Mark and the application for it and the right to sue for and recover damages for past infringements of the Pending Mark and to stand in the place of Assignor in all matters related thereto;

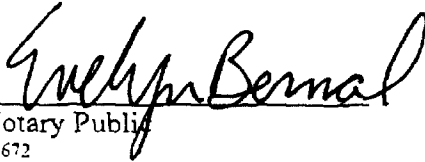
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees, *nunc pro tunc* as of December 31, 1999, all right, title and interest in and to the Pending Mark and the application associated with it, together with the goodwill of the business symbolized by and associated with the Pending Mark and the

application for it and the right to sue for and recover damages for past infringements of the Pending Mark and to stand in the place of Assignor in all matters related thereto.



John M. Lagana, Vice President of SAP Corporation,
General Partner of Straight Arrow Publishers Company, L.P.

Sworn to before me this
29th day of August, 2000



Notary Public
70672

EVELYN M. BERNAL
Notary Public, State of New York
No. 31-5049252
Qualified in New York County
Commission Expires Sept. 11, 2001

Schedule A

<u>Mark</u>	<u>Serial No.</u>
THE HOT LIST	75/822999